

**This Application is being resubmitted for final approval of the “website design” portion only. 08-07-08**  
**Approved Audits/Apps committee**  
**8/8/08**

**Application for projects over \$500**

Organization Name\_\_CUSTER COUNTRY\_\_\_\_\_

Project Name\_\_WARRIOR TRAIL PROJECT\_\_\_\_\_

Application Completed by\_\_JIM SCHAEFER\_\_\_\_\_

Approval Requested

  X   Final

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

**At the 2008 Montana legislative session, Highway 212 was designated as “The Warrior Trail,” in honor of the Native American and U.S. Cavalry combatants of the mid-19<sup>th</sup> century, as well as the settlers who fought to settle the area in southeast Montana which includes the Powder River Basin and the area that takes in the Northern Cheyenne and Crow Reservations and the Little Bighorn Battlefield National Monument. This designation is also being considered for the same highway in South Dakota, which will connect Mt. Rushmore National Park with the Little Bighorn Battlefield.**

**The funding requested would aid in the development of a website for the Warrior Trail, along with signage, brochures, billboards, posters and advertising to introduce the trail and its important history. The funding requested is \$8,000. Custer Country is also providing private funds for the effort. We will be partnering with the Powder River Chamber of Commerce and the Highway 212 Cutacross committee of that Chamber and we hope to include both Mount Rushmore National Park and Little Bighorn Battlefield National as partners. Other possible partners would be the State of South Dakota and the Northern Cheyenne and Crow Nations.**

Objectives

**MEASURABLE OBJECTIVES**

- 1. Increase Bed Tax Collections in the region by 5%.**
- 2. Increase attendance at events such as the Miles City Bucking Horse Sale, the Little Bighorn Reenactments and Clark Days at Pompeys Pillar by 15%.**
- 3. Increase web “hits” by 25%.**
- 4. Increase inquiries through our call center by 10%.**
- 5. Extend length of stay by visitors to Custer Country to the state average of 4.78 nights.**
- 6. Increase the value of press coverage to \$50000 through advertorial and editorial submissions to regional and national publications.**
- 7. Increase traffic on two-lane roads in Custer Country by 5%.**

Refer to the portions of your marketing plan, which support this project.

## **GOALS**

1. To inform and educate travelers both in-state and out-of-state, about the attractions, events and recreational experiences available to them in Custer Country.
2. To provide economic benefit from tourism to the cities, towns and non-profit agencies in Custer Country and Montana. This will include aiding in the creation of more and better-paying jobs in tourism through increased tourism.
3. To assist towns, cities, museums, event organizers and those involved in tourism-related events in methods of promoting, growing and organizing events that will draw more visitors. This will include cooperative marketing programs, VIC assistance, grants and directions on how to apply for grants from other organizations if the event or program does not qualify for assistance from Travel Montana sources.
4. To promote events and communities through PR and consumer advertising efforts and through hosting press tours that include not only the major cities in Custer Country, but also the smaller communities and events. We also promote these communities through the calendar of events in our Custer Country Guide and on our website, which is being constantly updated.
6. To work with local and state government agencies to help improve existing tourism infrastructure and work on planning new visitor destinations and attractions within the Custer Country region. These will include advice on placement and promotion of camp sites, motels and recreational facilities and rest areas.
8. To promote the historical significance of the region, especially the history and legend of George Custer and the U.S. 7<sup>th</sup> Cavalry and the Clark on the Yellowstone Trail.
9. To encourage Custer Country visitors to visit the smaller towns and participate in the local events of these smaller towns that they haven't been to before.
10. To encourage travelers to increase their total time in Custer Country, thereby creating a greater economic impact on the region.
11. To have a strong internet presence and to keep the information on it current and entertaining.
12. To work cooperatively with other CVBs and Tourism Regions, State and Federal agencies and through public/private partnerships.
13. To publish and promote the newly-created Warrior Trail through cooperation with the communities lying along the trail and the State of South Dakota, who will soon consider extending the trail into their state.

How does this project support the Strategic Plan?

- ❖ Goal 2: Attain public policy and citizen support for sustainable tourism and recreation.
- ❖ Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands.
- ❖ Goal 4: Enhance and preserve Montana's culture and history (historic sites, museum, art, music, etc.)
  - 4.1a- Use historic/cultural attractions as venues for conferences, events and seminars.
- ❖ Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets.

5.1c- Encourage use of Made/Grown in MT products by restaurants, markets, retailers, etc.

Detail pages attached Yes

**CUSTER COUNTRY  
WARRIOR TRAIL PROJECT**

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
Web Site Development		+		=	
Website Design(Professional Services)	\$2,000		\$1,000		\$3,000
Signage	\$2,000	+	\$1,000	=	\$3,000
Billboards	\$2,000	+	\$500	=	\$2,500
Brochures, Rack Cards	\$1,500	+	\$500	=	\$2,000
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$7,500</b>		<b>\$3,000</b>		<b>\$10,500</b>

<b>MARKETING/ADVERTISING:</b>					
Newspaper, Radio	\$500	+	\$1,000	=	\$1,500
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$500</b>		<b>\$1,000</b>		<b>\$1,500</b>

<b>TRAVEL:</b>					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$0</b>		<b>\$0</b>		<b>\$0</b>

<b>OTHER:</b>					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$0</b>		<b>\$0</b>		<b>\$0</b>

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<b>REGION/CVB</b>	<b>PROJECT</b>	<b>\$8,000</b>	<b>+</b>	<b>\$4,000</b>	<b>=</b>	<b>\$12,000</b>
<b>TOTAL</b>						